

23 **WHEREAS**, the Downtown Austin Alliance Foundation has executed
24 multiple projects over the past several months to support Downtown businesses,
25 including the Council-created “Shop the Block” program in the 600 block of
26 Congress Avenue, a month-long Holiday Stroll celebration that featured local
27 musicians playing on street corners, and a holiday passport to encourage shopping
28 and dining at Downtown businesses; and

29 **WHEREAS**, the Downtown Austin Alliance Foundation is forming a team
30 of passionate Downtown visionaries to initiate activations that support retailers,
31 restaurants, creative artists, and entertainment venues in a COVID-safe manner;
32 and

33 **WHEREAS**, in partnership with the Ann Richards Legacy Project, the
34 Downtown Austin Alliance Foundation has hired artists, photographers, and
35 writers to create banners that honor Austinites and inspire hope; and

36 **WHEREAS**, the Downtown Austin Alliance Foundation has raised \$6,000
37 to continue a street performer program; and

38 **WHEREAS**, the Downtown Austin Alliance Foundation will raise \$10,000
39 and the Downtown Austin Alliance has committed \$20,000 if the City of Austin
40 contributes \$30,000 for an expanded program through Spring 2021; and

41 **WHEREAS**, in hiring local musicians whose performance opportunities
42 have been restricted during the pandemic, the Foundation’s program will also
43 enliven the public realm and create a more engaging and supportive environment
44 for Downtown businesses; and

45 **WHEREAS**, the Foundation plans to partner with community organizations
46 to fill vacant commercial spaces and street-level voids with pop-up art installations

47 and galleries and to create unexpected, COVID-safe Downtown experiences and
48 explorations that will provide much needed resources directly to local businesses,
49 artists and musicians; and

50 **WHEREAS**, the Downtown Austin Alliance Foundation is committed to
51 supporting equity, inclusion, diversity, and innovation in Downtown and commits
52 that at least 51% of all City funds would support artists and organizations of color;
53 and

54 **WHEREAS**, the City of Austin has a vested interest in the revitalizing of
55 Downtown; and

56 **WHEREAS**, City of Austin assets such as parking, streets, sidewalks, and
57 open spaces could be leveraged to support Downtown businesses during the
58 pandemic; and

59 **WHEREAS**, successful efforts Downtown could be replicated in other areas
60 of Austin where the pandemic has also threatened our rich cultural assets and
61 legacy businesses; **NOW, THEREFORE,**

62 **BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

63 The City Council affirms that the City supports and will collaborate with the
64 Downtown Austin Alliance Foundation to create and help fund immediate
65 interventions that create positive change and help reactivate Downtown.

66 **BE IT FURTHER RESOLVED:**

67 The City Manager is directed to identify City staff who can participate
68 immediately in such an effort, with an emphasis on forming an innovative and
69 solution-oriented team.

70 **BE IT FURTHER RESOLVED:**

71 The City Manager is directed to identify money and resources available to
72 support creative interventions that help reactivate Downtown. Potential funding
73 sources should include any allocations for existing programs halted during the
74 pandemic; busking program resources within the Music Office, funding within the
75 Cultural Affairs Division for temporary art installations, and available funding
76 within the Transportation Department through the Smart Mobility Program transit
77 adventures, for example.

78 **BE IT FURTHER RESOLVED:**

79 The City Manager is directed to bring forward an ordinance waiving up to
80 \$6,000 in fees for the first phase of the Downtown Austin Alliance Foundation
81 banner installation along 12 lampposts along the Congress Bridge during the
82 month of March 2021.

83 **BE IT FURTHER RESOLVED:**

84 The City Manager is directed to report back to Council no later than
85 February 4, 2021, with financial options for supporting this effort. The City
86 Manager is directed to report back to Council on the broader implementation
87 recommendations from the leadership team and partners by March 1, 2021.
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90 **ADOPTED:** _____, 2021 **ATTEST:** _____

91 Jannette S. Goodall
92 City Clerk
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